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ABSTRACT

Community services programs for the Foothill Community College District are described and statistics indicating their level of activity for 1970-71 are presented. This progress report also includes a 5-year budget projection and future program plans. The recreation program includes structured and unstructured athletic and recreational events. A unique science services program operates two planetaria, an observatory, an electronics museum, and a science affiliates program. A firearms range is available for community use in addition to law enforcement training. A program of professional entertainment is scheduled to provide the community a cultural center. Short courses, seminars, symposia, and workshops of general interest are offered on a non-credit basis. Music organizations include a 150-voice symphonic choir, a chamber orchestra, and a symphony orchestra. A radio station draws on outside sources as well as on campus and community talent to operate 18 hours a day. An art gallery provides a program of exhibits. Several auditoriums and other facilities are available and encouraged for use by the public. Service functions provided by the Public Information Officer, Box Office personnel, and Facilities Coordinator are also described. (MN)

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# FOOTHILL COMMUNITY COLLEGE DISTRICT

## COMMUNITY SERVICES

## STATUS REPORT
June 30, 1971

JC 710 224

UNIVERSITY OF CALIF.
LOS ANGELES

OCT 13 1971

CLEARINGHOUSE FOR
JUNIOR COLLEGE
INFORMATION

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## INTRODUCTION

Until a year ago Community Services resources were divided between two major categories of expense: funds for operational programs and capital building funds for Flint Center. By the time the 1970-71 budget was put together payments to the Flint Center building fund were approaching completion and could be significantly reduced. At the same time operational programs that had long been planned were ready to come on line for funding. Such projects, for instance, as the Minolta Planetarium, the Electronics Museum, Flint Center, and the Art Gallery Program were close to implementation. A major shift of funds into operational expense was required.

To be certain that the District could afford the programs that had been planned for so many years and that were now at the point of being instituted, a FIVE-YEAR COMMUNITY SERVICES BUDGET PROJECTION was made. The purpose of this projection was to determine if, on assumption of reasonable growth and inflation, it would be possible to fund the planned programs into the future. It was intended that the projection be revised and extended annually to keep this determination current.

The projection indicated that it would indeed be possible to fund the planned programs on an on-going basis. What worried some of us, however, was that the commitment of Community Services resources according to the projection was such as to leave little leeway. It would be possible to fund the programs that had been planned and developed over the past seven to ten years but, without altering the level at which some or all of these programs would operate, there would not be much left over for new programs to respond to unforeseen needs.

It was recognized that the Five-Year Projection was a tight commitment of resources but nevertheless it was thought that the overall program was feasible and sound. The Five-Year Projection was approved for recommendation to the board by a committee of two board members, the two college presidents, the superintendent and Dr. Chase. The projection was then adopted by the board as the program and funding plan for Community Services.

The 1971-72 version of the projection (as of June) is included as Plate 1
It was approved on a preliminary basis by the board and now must be adjusted to take into account the final budget approved. Minor changes involved, however, will not alter the projection appreciably nor change its reliability in indicating the ability of resources to cover commitments. Revision of the Projection to reflect the final budget will be made shortly.

The assumptions used in construction of the projection, although some or perhaps all of them may not hold exactly, are nevertheless thought to be conservative enough to be safe. These assumptions are:

1) that Community Services tax income will continue to increase at an average yearly rate of seven percent,

2) that additional growth in program income from admission fees and rentals can not safely be predicted beyond 1972-73 and that program income should thus not be raised in the projection beyond the anticipated expectation for that year.

3) that salaries will move upward by normal step changes and by an average four percent yearly cost of living increase,

4) that costs other than salaries for most programs will increase at an average yearly rate of five percent, and

5) that Multi-cultural Program support from Community Services should increase seven percent a year after a $10,000 1971-72 increase to $70,000.

If the assumptions used in this construction do not prove true in practice it should be possible to see the effect of the error far enough in advance to make corrections through deliberate, long range moves. Making possible orderly programming is one of the main advantages of the Five-Year Projection.

Another value of the projection is that it can serve as an instrument for the evaluation of priorties. The projection shows graphically the pattern of Community Services resource commitment into the near future under the existing philosophy of operation. Such a graphic representation can help to indicate a need for re-evaluation of the commitments if it appears that that philosophy is changing or should be changed.

In the following pages the Community Services programs for the Foothill Community College District are described and statistics indicating their level of activity for 1970-71 are presented. Certain minor programs such as the SPEAKERS BUREAU and CAMPUS TOURS are not included in the descriptions since these programs, though influential, are inexpensive to operate and consume a relatively small portion of staff time. The operation of the two Community Services Offices, the one in the District complex and the other at Flint Center under Mrs. Boortz, are also not described. The role of these

offices is to meet the clerical and administrative needs of the operational programs, to deal directly through telephone and mail with the public, to assist in registration and enrollment in short courses and recreation classes, to keep the mailing list current and accurate, and to conduct the bulk mailing operation for the District.

The programs described in this report are the major outreach services provided to the people of this District. On how well and efficiently these programs provide their service, on whether these are the services that should be offered in this community, and on how highly the community prizes the services, the value of the Community Service effort must rest.

6

## COMMUNITY SERVICES FIVE YEAR BUDGET PROJEC

| | . Projection May 1970 . 1971-72 | | Revision June 1971 1971-72 | | . 19 |
|---|---|---|---|---|---|
| | | | | Change | |
| AVAILABLE FUNDS | | | | | |
| Tax Income | $600,000 | | $ 619,380 | +$19,380 | $6 |
| Program Income | 107,000 | | 158,500 | +$51,500 | |
| Reserves Brought Fwd | 25,000 | | 50,000 | +$25,000 | |
| Other Balances Brought Fwd | | | 173,992 | | |
| | $732,000 | | $1,001,872 | | $8 |
| EXPENSES | | | | | |
| Reserves | $ 25,000 | | $ 50,000 | +25,000 | $ |
| Recreation Programs | 53,761 | | 71,808 | +18,047 | |
| Radio | 11,852 | | 11,761 | - 91 | |
| Science Program | 141,556 | | 162,704 | +21,148 | |
| Museum Display Equip. Capital | | | 115,305 | _____ | |
| Auditorium Program | 143,957 | | 131,130 | -12,827 | |
| Ticket Support | | | 13,814 | +13,814 | |
| Auditorium Equipment Capital | | | 23,000 | _____ | |
| Short Courses | 35,000 | | 39,242 | + 4,242 | |
| Music Organizations | 25,392 | | 23,700 | - 1,692 | |
| Facilities Use | 46,657 | | 61,296 | +14,296 | |
| Firearms Range | 13,000 | | 8,200 | - 4,800 | |
| Art Gallery Program | 18,093 | | 25,000 | + 6,907 | |
| Art Gallery Equipment Capital | | | 5,000 | + 5,000 | |
| Community Services Office | | $72,358 | 72,137 | - 221 | |
| Public Information Office | $124,995 | 30,435 | 30,435 | _____ | |
| Printing and Mailing | | 19,992 | 27,340 | + 7,348 | |
| Contingency | 7,737 | | 10,000 | + 2,263 | |
| Multi-Cultural Program | 60,000 | | 70,000 | +10,000 | |
| Flint Center Building Fund | 25,000 | | 50,000 | +25,000 | |
| | $732,000 | | $1,001,872 | | $ |

Plate 1

ERVICES FIVE YEAR BUDGET PROJECTION

| Revision June 1971 1971-72 | Change | 1972-73 | 1973-74 | 1974-75 | 1975-76 |
|---|---|---|---|---|---|
| $ 619,380 | +$19,380 | $662,737 | $709,129 | $758,768 | $ 811,882 |
| 158,500 | +$51,500 | 166,250 | 166,250 | 166,250 | 166,250 |
| 50,000 | +$25,000 | 50,000 | 50,000 | 50,000 | 50,000 |
| 173,992 | | | | | |
| $1,001,872 | | $878,987 | $925,379 | $975,018 | $1,028,132 |
| | | | | | |
| $ 50,000 | +25,000 | $ 50,000 | $ 50,000 | $ 50,000 | $ 50,000 |
| 71,808 | +18,047 | 75,553 | 79,210 | 82,046 | 86,021 |
| 11,761 | - 91 | 12,553 | 13,345 | 13,924 | 14,528 |
| 162,704 | +21,148 | 174,027 | 196,215 | 214,750 | 225,916 |
| 115,305 | | | | | |
| 131,130 | -12,827 | 128,847 | 137,361 | 145,755 | 153,878 |
| 13,814 | +13,814 | 13,944 | 13,331 | 16,057 | 22,597 |
| 23,000 | | | | | |
| 39,242 | + 4,242 | 42,864 | 45,995 | 49,149 | 52,184 |
| 23,700 | - 1,692 | 24,885 | 26,129 | 27,435 | 28,807 |
| 61,296 | +14,296 | 63,994 | 67,016 | 69,763 | 72,842 |
| 8,200 | - 4,800 | 8,200 | 8,200 | 8,200 | 8,200 |
| 25,000 | + 6,907 | 27,210 | 29,589 | 32,186 | 34,994 |
| 5,000 | + 5,000 | | | | |
| 72,137 | - 221 | 75,900 | 79,262 | 82,531 | 85,925 |
| 30,435 | | 32,403 | 34,441 | 35,820 | 37,253 |
| 27,340 | + 7,348 | 28,707 | 30,142 | 31,649 | 33,231 |
| 10,000 | + 2,263 | 5,000 | 5,000 | 10,000 | 20,000 |
| 70,000 | +10,000 | 74,900 | 80,143 | 85,753 | 91,756 |
| 50,000 | +25,000 | 40,000 | 30,000 | 20,000 | 10,000 |
| $1,001,872 | | $878,987 | $925,379 | $975,018 | $1,028,132 |

## COMMUNITY RECREATION

Purposes:

1) To operate for all the citizens of the District comprehensive recreation programs on both campuses.

2) To make the excellent physical recreation facilities of the District available when not in use for regular classes to citizens of the District.

3) To make broadly available to the citizens of the District the skills of our highly trained physical education staff.

### FOOTHILL PROGRAM

Director: Mr. Cameron R. Campbell, Foothill College Physical Education Staff

Location: Office Number - G55A Phone: 948-8590, Ext. 321

Explanation of Program: In 1964 the Foothill Office of Community Services, working with a citizen's advisory committee of local recreation specialists, planned and initiated a full time comprehensive recreation program dedicated to the use of all available physical education facilities and the college's highly skilled staff to provide a needed recreation program for the citizens of the community. This was primarily a five part program directed towards serving community adults and youths over the age of sixteen.

The program was organized under the following five headings: athletic competition, unstructured recreational activity, instruction in recreational activity skills, public special events and sports camps and clinics.

While the program is funded by the Community Service Tax it has always been the policy of the District to charge nominal enrollment fees for most recreation activities. It has been demonstrated that people give better attendance and have greater appreciation for recreational activities if they pay a small registration fee. We have never tried to make our classes or the program self supporting, believing such a procedure is not philosophically sound. In fact, however, the program is about two thirds self supporting. Last year's expense budget for the Foothill Program was $26,000 and total income was a little over $17,000.

The community college more than any other segment of higher education prides itself on being responsive to the needs of the community it serves. Last year the combined recreation programs of De Anza and Foothill Colleges served approximately 150,000 persons in a variety of activities. If one examines the total program it appears that recreation makes the following contributions toward involving the colleges with the community and the community with the colleges:

1) Involvement of all age levels.

2) The attraction, by design, people from all areas of our community.

3) The serving of almost every area of recreational interest in the community.

4) The teaching of thousands of people in the community new and valuable recreational skills.

5) The development of strong commitments to the colleges by citizens participating in pleasurable and satisfying experiences in the program.

6) Finally, doing this at an extremely low per participant cost.

The scope of the program can be indicated by a list of activity skills classes taught and by a sampling of the various special events programs which have been sponsored by the program.

Activity Skills Taught

Ballet
Karate
Body Mechanics for Women
Volleyball
Social Dance
Water Skiing
Modern Dance
Synchronized Swimming
Archery
Beginning Swimming
Life Saving
Scuba
Badminton
Mens Fitness
Wrestling
Tennis
Golf
Fencing
Gymnastics
Folk Dance
Skin Diving
Springboard Diving

Special Events Sponsored

Olympic Swimming Trials
Far Western Age Group Swimming Championships
Foothill Boys Camp
Foothill Girls Camp
Senior Far Western Swimming Championship
Santa Clara County Elementary Track Championship
Foothill Water Polo Club
Clan Stewart Highland Games
Paraplegic Olympic Archery Treats
Los Altos Recreation Tennis Championships
Women's State AAU Track Championship
Palo Alto Children's Easter Egg Hunt
Foothill Summer Track Clinic
S.C.V.A.L. Shaughassy Basketball Playoffs
Lockheed Tennis Club Championships
P.A.A.Karate Championships
Peninsula Swim League Championship
Northern California Badminton Championship
Kite Flying Contest
N.A.A.U. Water Polo Championship
Foothill Los Gatos Fencing Club
Far Western Springboard Diving Championships
Sunnyvale Tennis Club
Lockheed Submarine Testing Program
Y.W.C.A. Health Club
Northern California Water Polo Championship
Foothill Aquatic Club Swim Practice
Palo Alto Swim Club Practice
American Red Cross Life Saving Classes
Hewlett Packard Tennis Club
Foothill All Comers Track Meets
Boomerang Volleyball Club
Los Altos Tennis Patrons Association
Bay Area Wrestling Association
Multi-Cultural Project Outreach Swim Party
Memorex Corporation Tennis Championship
Junior Davis Cup Tennis Tournament
Foothill District High School Basketball Summer League
Milpitas E.O.C. Swim Party
Peninsula Wrestling Championships
Los Altos Town Crier Annual Midnight Run
Buchser High School Basketball Playoff
West Catholic League Basketball

Progress Report: The following figures show the growth in enrollment in recreational skills classes and in total recreational attendance in the Foothill Program from the start of the program:

| Year | Enrollment in Activity Skills Classes | Total Recreation Attendance |
|---|---|---|
| 64-65 | 190 | 47,000 |
| 65-66 | 490 | 56,000 |
| 66-67 | 770 | 65,000 |
| 67-68 | 1,127 | 67,000 |
| (De Anza Recreation Program Initiated 1968-69) | | |
| 68-69 | 1,034 | 71,000 |
| 69-70 | 1,130 | 78,000 |
| 70-71 | 1,151 | 82,000 |

During 1970-71 the following new programs have been established at Foothill:

1) A girl's sports camp as requested by District citizens to parallel the successful boy's camp which has operated for several years.

2) Opening the pool on Saturdays for an additional day of community recreational swimming thus bringing to seven the number of days a week District pools are open to the public.

3) Starting the first instructional track clinic in a community college involving six area high school coaches and the Foothill College Physical Education staff.

4) Establishing the Foothill-Los Gatos Fencing Club by uniting our efforts with the Los Gatos Fencing Club. The resulting club is a strong instructional and competitive group.

5) Inaugurating a well attended Sunday Family Recreation Program.

6) Changing the swimming pool operation to make all days family days to increase service to the community.

The Recreation Program at Foothill now utilizes the talents of eleven Foothill Physical Education staff members, nine specialists from the community and twenty students in providing its services.

Future Plans: It is inevitable that increased population, greater leisure time and better transportation to the college will create demands on staff and facilities for added recreation services. It is the intention of the program within the limits of the budget to meet these new demands, re-evaluate old ones, and constantly to upgrade the efficiency of service.

## DE ANZA PROGRAM

Director: Mr. Charles Crampton, Division Chairman, De Anza Physical Education Staff

Location: Office Number PE41B Phone: 257-5550, Ext. 444

Explanation of Program: The Foothill College Recreation Program as developed by Bob Campbell grew to take in a great variety of activities such as golf, tennis, archery, spring board diving, scuba diving, adult fitness, modern dance, fencing, day camp for boys, all-comers track meets, wrestling, volley ball, social dance and unstructured recreational use of the pool and other facilities. In addition, the program was expanded from summer months only into a program for the community extending over the entire year.

When De Anza College was opened the pattern developed by Mr. Campbell was adopted for the second campus and similar activities were inaugurated. Public acceptance of the program was immediate and exceeded expectations. It had been thought that the De Anza program might cause a decrease in participation in the Foothill program and in any event that it would have to begin in a fairly modest way. The fact was that the Foothill program showed no decline and the De Anza program came in strong in its first year. It was discovered that De Anza serviced an entirely new group of citizens seeking recreation opportunities.

The De Anza program is now going into its fourth year. It has increased every year so far in both attendance and income. Basically, the program involves skills classes, unstructured use of pools and facilities, public special events and supervised family recreation program.

Progress Report: Because of the favorable acceptance of De Anza's Recreation Program the following new activities have recently been added or will be added this year:

1) Summer Baseball Clinic for boys age fourteen to eighteen under the leadership of baseball coach Ed Bressoud.

2) A summer bowling program.

3) Expansion of summer golf instruction to meet heavy demand.

4) Saturday golf classes during the school year.

5) Family swimming on an every day basis to accommodate a larger number of people in the community.

6) Little League Clinic for coaches.

7) De Anza Day (Annual Recreation Sports Day) inaugurated in Spring 1971 in which Recreation Program coaches participate heavily and which this year drew over 50,000 people to the campus. De Anza Day gives an opportunity to demonstrate to a wide audience what the Summer Recreation Program has to offer.

In providing its service to the community De Anza Recreation uses thirteen instructors from the college Physical Education staff, two outside experts and twenty nine students.

Future Plans: It is obvious that the De Anza service area is and will continue for some time to be an area of high population growth. That fact, together with the magnificent physical education facilities of the college mean that demands for recreational services will increase. Inside the strictures of budget the De Anza Recreation Program will meet this demand. Financially, according to the COMMUNITY SERVICES FIVE-YEAR BUDGET PROJECTION, recreation is

committed to a modest but steady five percent increase in net operational expense for the program. In order to meet growth demands it will be necessary to seek more efficiency in operation, a greater volume of use per support dollar and new programs which tend to be more self-supporting. The problem is to make the basic subsidy go the greatest possible distance.

ANNUAL REPORT OF ACTIVITY
FOOTHILL RECREATION

July 1970 to June 1971

CLASSES

| Summer | Enrollment |
|---|---|
| Golf | 48 |
| Tennis | 220 |
| Scuba | 44 |
| Modern Dance | 20 |
| Fencing | 20 |
| Men's Fitness | 56 |
| Women's Fitness | 32 |
| Sports Camp | 138 |
| Volleyball | 30 |
| Springboard Diving | 12 |
| Total Enrollment | 620 |

| Fall | Enrollment |
|---|---|
| Modern Dance | 24 |
| Scuba | 12 |
| Men's Fitness | 68 |
| Women's Fitness | 36 |
| Tennis | 42 |
| Beginning Golf | 29 |
| Fencing Club | 16 |
| Volleyball | 20 |
| Total Enrollment | 247 |

| Spring | Enrollment |
|---|---|
| Modern Dance | 30 |
| Golf | 24 |
| Tennis | 42 |
| Scuba | 8 |
| Men's Fitness | 74 |
| Women's Fitness | 51 |
| Fencing | 30 |
| Volleyball | 25 |
| Total Enrollment | 284 |

VOLUNTARY RECREATION ACTIVITIES

| Classes | Attendance |
|---|---|
| Tennis Courts | 37,120 |
| Archery Range | 8,000 |
| All Comers Track | 2,000 |
| Wrestling | 600 |
| Basketball | 3,400 |
| Weight Room | 1,600 |
| Volleyball | 1,350 |
| Water Polo | 480 |
| Public Use Pool | 8,676 |
| Golf Practice Range | 1,400 |
| Outdoor Basketball Courts | 1,325 |
| Fencing | 800 |
| Family Recreation (Sunday) | 1,325 |
| Total Attendance | 68,251 |

COLLEGE-COMMUNITY CO-SPONSORED ATHLETIC EVENTS

| | |
|---|---|
| Los Altos Recreation - Tennis | 860 |
| Los Altos Recreation - Golf | 480 |
| YWCA Fitness Class | 120 |
| Foothill Aquatic Senior Development Meets | 1,200 |
| Foothill Aquatic Senior Far Western Meet | 1,280 |
| Foothill Aquatic Senior 4th July Water Show | 1,000 |
| Foothill Aquatic Senior Far Western Age Mt. | 9,587 |
| Foothill Aquatic Senior Water Polo Team Prac. | 20 |
| Palo Alto High School Football Game | 3,000 |
| Los Altos High School Jamboree | 5,000 |
| Los Altos-Awalt Football Game | 5,000 |

College-Community Co-Sponsored Athletic Events Cont'd.

| Events | Attendance |
|---|---|
| Buchser High School Basketball Play-off | 2,400 |
| West Catholic Basketball League Play-off | 2,200 |
| Andrew Hill Track Meet | 4,000 |
| Woodside SPAL Track Meet | 3,000 |
| Central Coast Section Track Meet | 4,000 |
| Los Altos Town Crier Midnight Run | 200 |
| Palo-Alto-Cubberley Football Game | 2,300 |
| Total Attendance | 45,747 |

COMMUNITY ATHLETIC EVENTS

| | |
|---|---|
| Foothill Aquatic Club Swim Practice | 18,420 |
| Palo Alto Swim Club Practice | 1,900 |
| Peninsula Inter-Club League Meet | 400 |
| Lockheed Tennis Club | 240 |
| Sunnyvale Tennis Club | 240 |
| Total Attendance | 21,200 |

Total Attendance for Recreation Program (including attendance for recreation classes) 147,350

ANNUAL REPORT OF ACTIVITY
DE ANZA RECREATION

July 1970 to June 1971

CLASSES

| Summer | Enrollment |
|---|---|
| Men's Fitness | 40 |
| Women's Fitness | 66 |
| Archery | 36 |
| Golf | 148 |
| Scuba | 31 |
| Swim | 63 |
| Tennis | 115 |
| Total Enrollment | 499 |

CLASSES

| Fall | Enrollment |
|---|---|
| Men's Fitness Class | 80 |
| Women's Fitness | 80 |
| Scuba | 20 |
| Tennis | 51 |
| Total Enrollment | 231 |

| Winter | |
|---|---|
| Men's Fitness Class | 74 |
| Women's Fitness Class | 78 |
| Total Enrollment | 152 |

| Spring | |
|---|---|
| Men's Fitness Class | 80 |
| Women's Fitness Class | 80 |
| Total Enrollment | 160 |

VOLUNTARY RECREATION ACTIVITIES

| | |
|---|---|
| Basketball League | 1,600 |
| Weight Training | 800 |
| Water Polo | 600 |
| Sports Day | 35,000 |
| Family Night | 9,181 |
| Public Use of Pool | 12,853 |
| Tennis Courts | 6,000 |
| Archery | 500 |
| Total Enrollment | 66,534 |

COLLEGE COMMUNITY CO-SPONSORED ATHLETIC EVENTS

| | |
|---|---|
| De Anza Swim Club Meet | 1,700 |
| De Anza Foundation Water Polo Championships | 2,600 |
| Awalt-Los Altos Swim Meet | 400 |
| San Jose State Water Polo | 300 |
| Wheelchair Basketball Association | 500 |
| NASA joggernauts | 60 |
| Total Enrollment | 5,560 |

COMMUNITY ATHLETIC EVENTS

| | |
|---|---|
| Lockheed Tennis Club | 320 |
| De Anza Swim Club Practice | 14,945 |
| De Anza Foundation Club Practice | 2,620 |

Community Athletic Events Cont'd

| | |
|---|---|
| Little League Banquet | 310 |
| Sunnyvale Scorpion Football | 300 |
| YMCA | 50 |
| San Francisco Merionettes | 120 |
| Total Enrollment | 18,665 |

Total attendance for Recreation Program 99,278
(Including attendance for recreation classes)

## COMMUNITY SCIENCE SERVICES

**Purpose:** To provide sophisiticated, participating, enrichment programs in science, specifically space science, for young and adult District citizens.

**Director:** Thomas Gates, Coordinator of Community Science Services

**Location:** Space Science Center Phone: 948-8590, Ext. 381

**Explanation of Program and Progress Report:** The Foothill Community College District has developed an unusual community services program in science. Included in this operation are two planetaria, an observatory, an electronics museum, a school science program, science short courses, a variety of public science programs, and a science affiliates program.

The development of these programs began in 1961 when the Foothill College Planetarium began operation under the direction of Paul Trejo. So successfully did Mr. Trejo provide programs for school children, college students, and citizens of the community that the District felt De Anza College should have a larger, more sophisticated planetarium and a commitment for a fifty foot dome facility was included in the De Anza Bond Issue.

In 1965, the Foothill College Observatory went into operation with a sixteen inch reflector telescope donated by Mr. Marvin J. Vann and a structure to house it built by the District. At this point the District developed the concept of a Space Science Center which would operate as a part of Community Services and bring science programs to community adults, elementary school children, college students and special interest groups.

At the same time a group known as the Perham Foundation began discussions with the District regarding the establishment of an electronics museum. This group had procured one of the largest early electronics collections in existence and had been pursuing alternative ways of housing and displaying it.* It was felt that an electronics museum might be an integral part of the Space Science Center. The Foothill District community is known as a center of the electronics industry. The electron tube was invented in Palo Alto. Today many of the students of De Anza and Foothill Colleges are employed in the electronics industry. An electronics museum could serve the community and bring enrichment to the instructional program

*See Perham Foundation ANNUAL REPORT.

In 1969 the largest building of the Space Science Center was completed, having been paid for with money raised from local industry by the Perham Foundation and with state grant funds. The major portion of this building houses the Foothill Electronics Museum. The building also serves as the base from which the Space Science Center staff operates and as headquarters for science affiliate organizations.

The Space Science Center staff has grown explosively in the past two years. It now includes, in addition to Mr. Gates as Coordinator, a Planetarium Manager, an Observatory Manager, an Educational Program Manager, a Museum Curator, a Collections Assistant, a Technical Supervisor, a Technical Assistant, a Receptionist/Secretary and a Staff Assistant. The Science programs cover a very wide range of activity and the above personnel are spread over many functions.

## FOOTHILL PLANETARIUM

Since the Foothill Planetarium opened in 1961, 293,000 people have seen programs projected by its Goto projector. Approximately 19,000 hours of use time have been logged on this facility to bring astronomy and space science to life for people of the community.

## FOOTHILL OBSERVATORY

Since commencement of operation in 1965, 33,000 have studied the stars and planets from the Foothill Observatory. Use has been made of a variety of telescopes and other equipment which support the Observatory Program. A new heliostat has been put into operation in addition to other wide field telescopes that add variety to the observing that can be done. Telescope making and astrophotography classes are conducted as a part of the observatory program.

Some 6,553 persons used the observatory this past year for public viewing, organized group and school visits, and college instructional sessions. The facility was also used for an increased number of hours by astrophotography and special project students.

Marvin Vann, who built the telescope and much of the other equipment used in the facility, is Observatory Manager, having come to the District from industry three years ago. Mr. Vann also conducts astrophotography activity and instructs short courses in telescope making.

MINOLTA PLANETARIUM OF DE ANZA COLLEGE

On October 24, 1970, the new planetarium at De Anza College opened its doors with one of the most advanced planetarium projectors in the world. This projector was donated to the District by the Minolta Camera Company Ltd. of Japan. The gift was the result of able promotional efforts of Tom Gates. Minolta's objective in making the gift was to establish a show case in the United States for its equipment. Foothill's reputation in the planetarium field and the presence of the new building, made the De Anza set up a natural for the company. Until the De Anza installation no units had been placed in this country although the system had been under development in Japan for fifteen years.

Because of its large chamber size and sophisticated equipment the Minolta Planetarium is the major planetarium facility in the area. Contact with the citizens of the community through this facility is great. During the first two months of operation, 12,000 people attended programs.

The college level instructional value of the planetarium has been emphasized and instructors are finding great use of both planetariums for classes outside the astronomy curriculum.

Totally, the two planetariums this year presented 654 programs to 56,622 people, more than twice as many as in any previous year. Next year should see that figure doubled again. Also, some 14,000 people attended the moon rock exhibit held during October and November in the Minolta Planetarium lobby.

FOOTHILL ELECTRONICS MUSEUM

After many years in development, the Museum is now beginning to take definite shape. The fund raising, the completion of the building, the establishment of a capital equipment fund, the employment of curator, collections assistant, and technical personnel are behind us. The seemingly endless task of inventory and cataloging of artifacts and archives has started. Proper storage facilities are almost finished. A graphic display, visible from the central courtyard of the Space Science Center, tells the story of how the museum will be put together. The bust of Lee de Forest which will appear in the alcove of the main stairwell to the exhibit floor, is completed in

clay and has had final approval from the college for casting in New York. The official opening of the museum is projected for January, 1973. That year will be the 100th anniversary of Lee de Forest's birth and it is hoped that a commemorative stamp can be issued for the occasion.

The great value of the museum collection is more fully recognized every day. Lee de Forest is referred to as "the father of electronics" and we have all his papers, momentos and much of the equipment with which he worked. The collection of Douglas Perham, carefully assembled over many years, is the other basic component of the museum. This collection was deeded to the college by the Perham Foundation, whose sole purpose is the preservation of electronics history through a museum. The collection contains a large number of historical artifacts, photographs, papers, tape recordings and many other items which make up the history of electronics. Already interest in our museum is being shown by those concerned with the history of electronics. We have filled our available storage space to capacity and further donations are in the offing. Dr. Henry Meadows of Columbia University is anxious to use our archives for research he is doing in electronics. Walter Warren of Foothill College would like to set up a program by which his Foothill History Center can research material for publication.

As now planned, the museum will initially include the following exhibits:

Early Communication
Growth of Electrical Knowledge
Electrical Communication
Faraday, Maxwell & Hertz
Marconi, Popor & Wireless
de Forest and the Audion
Vacuum Tubes and Amplifiers
Radio Communication
Entertainment Radio
Sound Recording and Talking Pictures

Expansion beyond the opening presentation will cover electronic topics up to the present and on into the future. The work of developing the museum will be done in three phases which somewhat overlap. Phase I includes the identification, accessioning and proper storage of the collection. Phase II calls for the development of detailed design of

museum exhibits. Phase III is the physical implementation, construction and installation of the exhibits. Once this has been accomplished, a visitation program for the area schools using Docents will be carried out.

The Foothill Electronics Museum will be a great asset to the community, to the college instructional program and to the school children of the area. Thomas Perkins, Curator, directs the effort which is planned to bring the museum into being for the public in 1973. His wife, Jeanne, puts in a full time volunteer effort. They have worked as a team in the museum field for the past seven years serving as museum consultants and as the producers of exhibits and display cases for museums. Mrs. Perkins functions as designer and Mr. Perkins carries out technical operations for implementing the designs.

SCHOOL SCIENCE PROGRAM

The program of Community Science Services is directed to two types of audience: school and general public. Mr. Bonneau, who works two thirds time for Community Services and teaches one third time for Foothill College, is Educational Program Manager. His main area of programming is planetarium programs for elementary school groups. He also is involved in college astronomy classes, and in teacher and student training programs. He advises Mr. Vann on program content for school visits to the Observatory. Later he will plan school programs in the Electronics Museum.

Elementary School Program - Mr. Bonneau and Brian Jones, staff assistant, deliver nine school programs a week to the students of the elementary schools, junior high schools, and senior high schools of Foothill Community College District. School programs are given at both the Foothill and the Minolta Planetariums. This past year 133 schools brought 19,267 students for elementary school programs. This is 4,000 students more than last year in spite of only eight months of operation at the new Minolta Planetarium.

College Instructional Program - Mr. Bonneau is the Astronomy 10 instructor at Foothill College for both day and evening college, and he uses the Foothill Planetarium two or three times a week as a part of that class. Frank Cole who teaches Astronomy 2 on the Foothill campus, used the planetarium twice a week for his class. Tom Gates teaches Astronomy 2 at De Anza and uses the Minolta Planetarium

twice a week and Frank Cole brings his off-campus Astronomy 10 class to the Minolta Planetarium twice a quarter where Dr. Donald McDonald, Planetariums Manager, presents an advanced program for Mr. Cole's students. In addition, Dr. McDonald, Lee Bonneau and Tom Gates give programs to college classes outside the astronomy curriculum. John Milton brings his Creative Writing class to the Minolta for mood training. Stan Cotter brings his mathematics class to Foothill, Bob Scott brings his multimedia class to De Anza, and plans are underway to present programs for biology, drama, physics, philosophy, music, art, and English classes. Altogether this year 9,600 students at De Anza and Foothill Colleges have attended programs at our planetariums. This is a marked increase in annual planetarium use at the formal college instructional level, a jump of more than 6,000 participants. This jump is a response to the capabilities of the new Minolta Planetarium, which is engineered to provide greater capability at the instructional level.

San Jose State Teachers Training - Through San Jose State College Extension, Mr. Bonneau instructs elementary school teachers in the classroom presentation of astronomy and in how to get the maximum benefit from planetarium visits. This is an in-service approach to the enrichment of the astronomy program in elementary schools. Mr. Bonneau uses the Foothill Planetarium once a week for this class.

Student Training Program - At present one student from Stanford, one from San Jose State College, a teacher from the Sunnyvale Public Schools and two students from Foothill College are pursuing skills training in planetarium operation through volunteer student labor and independent study with the staff at the Space Science Center. Because there is a demand for planetarium operators, because there is a need for teachers with planetarium skills and experience, and because there is a keen student interest in planetarium operation, the staff has been seeking the inclusion of Planetarium Astronomy courses in our college curriculums. Tom Gates has met with Charles Hagar of the Physical Sciences Department of San Francisco State College; Richard Smith, Chairman of the School of Natural Sciences at San Jose State College, and Michael Chriss of the Physical Science Department at the College of San Mateo. CSM has already begun classes in Planetarium Science which are transferable to the program in Planetarium Astronomy at San Francisco State College. Dr. Smith is interested in making

credits transferable to a degree in Physical Science at San Jose State College with training taken in Planetarium Astronomy at our planetariums. George Kewish, chairman of the Physical Sciences Division at De Anza favors the course proposals and if the Curriculum Committee concurs, it will be recommended for addition to the curriculum next year. Presently the arrangement with Stanford is such that students interested in training do so with our staff through a special problems course. The current Stanford student is receiving fifteen units of credit for his work at the Space Science Center.

Observatory Students Programs - Elementary and secondary student groups come to the observatory by scheduled arrangements. Since the sun is the only star that can be seen during regular school hours and since weather is a critical factor in viewing through telescopes, not nearly as many students visit the observatory as the planetarium. Furthermore, the size of the group which can be accomodated at the observatory is smaller because of the one-at-a-time nature of telescope use. Despite these limitations, 2,162 students visited the observatory this year as a part of their class programs. The astronomy classes of the college use this opportunity more than other schools. Many of these college class visits are held during the special evening hours arranged twice a week for such groups.

Future plans include the use of television to extend the telescope viewing field to a larger number of people and the extension of the use of the observatory and other facilities into more course offerings at the college.

PUBLIC PROGRAMS

Community Science Services' public programs have grown greatly in both number and attendance during the past year. This growth has been caused primarily by the opening of the Minolta Planetarium. With the hiring in February of Dr. Donald McDonald as Planetariums Manager, our programs took on a highly professional finish. Dr. McDonald was formerly Director of the Kendall Planetarium and Associate Director of the Oregon Museum of Science and Industry in Portland, Oregon. He coordinates the public presentations of both planetariums and is responsible for the management of equipment and facilities. In practice, he writes and produces the public programs at De Anza while Mr. Bonneau does the public programs at Foothill.

Friday Night Science Spectacular - This popular program was instituted in the fall of 1968 to strong public response. Attendance at the Foothill Planetarium public shows and public nights at the Foothill Observatory tripled over previous years' records. Success appeared to lie in having a combination of activities for the public. At present there are two planetarium shows each Friday evening, The Observatory is open for stargazing, a slide presentation of celestial objects is presented, and science films are shown in F-12 or F-1. In future more activities will be added to this program, particularly museum visits when the museum opens. This year 4,310 persons attended planetarium shows in connection with this program, while 3,885 persons visited the Observatory during the Friday night presentations at Foothill. Income from the planetarium programs exceeded projections. Science films were seen by 3,470.

Minolta Planetarium Public Programs - While programs at the Foothill Planetarium are geared to inclusion in the combined Friday Night Science Spectacular or to extensive school activity, the Minolta program is geared more to straight professional planetarium programming for the public. Seven public programs a week have been offered this year as the Minolta has attempted to establish itself as a major community facility. The Minolta is, of course, larger and more sophisticated than the Foothill plant, being the only major planetarium in the South Bay Area. With Dr. McDonald's presence we are able to establish the quality of programming needed to build a first class reputation. Experts in the planetarium field from San Diego north to Vancouver, B. C. and from Santa Monica east New York City, South Carolina, and Florida have already cc ented with critical enthusiasm on the high quality of our pi ramming. Some of the reasons why the Minolta Planetarium can provide performances of the highest quality:

The Finest Quality Projector

The Minolta Projector, is both optically and mechanically the finest planetarium on the market. In the year since our Minolta came on line, several more have been installed in the United States. The De Anza instrument projects 6,000 stars, 2,200 more than any other planetarium in the Bay Area. The realism of the sun, moon and planets is more pronounced than any other projector.

The Omniphonic Sound System

This system was created especially for planetariums and is the most versatile and creative sound system available, ours again being the first such installation in the United States. The excellent quality of this system makes our audio effects exceptionally good. So great has the response been to the system, that a number of people have suggested there should be omniphonic concerts in the planetarium. Plans are in progress for such presentations. The audio experience in an omniphonic presentation is unusual. The Omnicontrol System which operates the omniphonic system makes ours the first planetarium with a computer capability for running all functions in the planetarium. At present only the sound system is fully controllable by the computer but interfacing equipment to extend capability is presently being constructed by the Space Science Center technical staff. This computerized technique will allow us to do programming which is far more complicated than any other planetarium has so far been able to achieve.

The Advanced Capabilities of the Special Effect and Support Controls

A new panorama projection system and effect circuitry will allow our programming to develop advanced projection effects. This capability is still under construction and will not reach full development for about a year. At present the system is eighty percent operational with the more complicated part of the system yet to be finished.

The Excellent Background of the Staff

Donald McDonald is known for his exacting standards of planetarium production. His background as past director of two planetariums, the Kendall Planetarium in Portland, Oregon, a major facility, and the Planetarium of the University of Louisville, Kentucky, has given him the opportunity to develop great skill. Jack Eddy, Technical Supervisor for the Space Science Center, is past Director of the Gayle Planetarium in Montgomery, Alabama, a major facility, and past Director of the Museum and Planetarium of Bradenton, Florida, also a major facility. His further experience in electronics and museum technology plus natural ingenuity bring a strong technical capability to our planetarium and electronics museum. The work of his assistant, Marvin Emerson, also strengthens our ability to produce outstanding programs. Lee Bonneau, Educational Programs Manager, is former director of the Fremont

Unified School District Planetarium in Fremont, California and past president of the Pacific Planetarium Association. His background in school curriculum plus planetarium experience add depth to our programs. Tom Gates, Coordinator of Community Science Services, is past Director of the Morrison Planetarium of the California Academy of Sciences in San Francisco, a major facility; past Director of the Boeing Spacearium of the Pacific Science Center in Seattle, Washington, a major facility; and past Associate Director of the Washington State University Planetarium and Observatory in Pullman, Washington. As part of our publicity we have adopted the phrase "the most advanced planetarium in the world". Our effort is to make all who see our programs agree with us. Since opening its doors to the public in October, more than 50,000 people have seen programs at the Minolta Planetarium.

Observatory Public Programs - In addition to participation in the Friday Night Science Spectacular, the Observatory is open during the summers every evening except Sunday and during the rest of the year on Saturday mornings and evenings. These extra hours last year allowed 1,760 people to use the observatory facilities. In addition, five telescope making classes, three beginning and two advanced, and three astrophotography classes were a part of the Observatory Program during the year. In connection with this program Marvin Vann, Observatory Manager, has developed new techniques of observing and photographing the sun which are producing outstanding results. Photographs which show solar surface and prominences at the same time have been produced. To our knowledge this has never before been done. Mr. Vann's photographs have appeared several times in the local newspapers. Articles are planned to appear in several field journals regarding this technique and its results.

## COMMUNITY SCIENCE SERVICES SHORT COURSES

The following short courses were offered this year:

Celestial Navigation - Mr. William Raflowski taught this course with forty participants. He used the facilities of the Electronics Museum and Foothill Planetarium.

A Geological Look at the Moon - Dr. Ronald Greeley, Dr. Ted Bunch and Dr. Donald Gault, all of NASA Ames Research Center, presented this three session course for about one hundred fifty persons.

Amateur Telescope Making I - Marvin Vann, taught this course three times to fifty-one people.

Amateur Telescope Making II - Marvin Vann, offered this advanced course twice to thirty-six participants.

Astrophotography - Randy Benedict, a long associate of the Observatory who has given many volunteer hours, taught the course twice to thirty-two participants.

Backyard Astronomy - Brian Jones, Staff Assistant for the Space Science Center, taught this course to twenty-two participants using the Foothill Planetarium.

Boundaries of Knowledge - Dr. Richard Burke repeated this popular short course which covers some tantalizing unanswered science questions, to several hundred participants.

Mexican Spectacular - Tom Fisher of Lockheed, Marvin Vann and David Roderick presented this popular course which covered recent ventures in central America. About one hundred fifty people were enrolled.

MEMBERSHIP PROGRAM

Recently the Board of Trustees approved the establishment of a membership program for the Space Science Center. This program will have several categories of membership; family, individual, life and company. It will allow those persons who are avid supporters to participate in the programs for a blanket fee. This membership program will give a basis on which program income can be projected with some reliability.

DOCENT PROGRAM

Another area into which we will move is a Docent Program. A volunteer group will be formed by the Junior League of Palo Alto to provide help in servicing school group visits to the museum. Volunteer help of this kind should extend limited resources further than otherwise possible. Other areas for volunteer participation will be explored.

SCIENCE ADVISORY COMMITTEE

Since the beginning of the Space Science Center program a citizens advisory committee has been used to advise the staff in the development of the program. Meeting once a month through the year, the committee is composed of appropriate science oriented community members. Included are representatives from other institutions of higher education, NASA, science affiliate organizations, the Perham Foundation, the District Board of Trustees, etc. The interest of this group has been very strong and able counsel has been provided for the staff.

SCIENCE AFFILIATE ORGANIZATIONS

Associated with the Space Science Center over the years have been several affiliate organizations. The nature of the affiliations has varied with the organizations. In some cases it has been to work jointly on common projects; in some cases it has been to provide space for meeting activities; in still other cases it has been merely to provide a loosely supportive relationship. The organization most actively engaged with the District has, of course, been the Perham Foundation. The Amateur Research Center has had space in the Space Science Center and will now have a laboratory for its activity in a portable building going up this summer across from the Observatory. Housed with them will be the Amateur Telescope Making Lab. Project Oscar, a group of amateur scientists who have hitch-hiked experimental packages on space shots and who have maintained a radio receiving station on the Foothill Campus, has not been active of late. The Peninsula Astronomical Society has held meetings in District facilities but otherwise holds a loose connection with the Space Science Center.

Future Plans: It is obvious that Science Services requires a larger share of the Community Services tax dollar than any other program. Some of this cost is offset by program income but there is no question that the program represents a massive commitment of resources on the part of the District. It must also be recognized that the staff has grown with unusual rapidity in the last two years as new elements of the program, planned many years ago, have arrived at the point where staffing has become necessary. The completion of the Space Science Center complex, the providing of funds for equiping the museum, the securing of the gift of the Minolta projector all have had heavy staffing implications and have thrown into emphasis the administrative problem of managing explosive growth. The most important problem of the immediate future

for the Community Science Service contingent is, of course, this management problem. The planning for the development of the program has been heady. A large number of programs are now underway and it is essential to execute them all with skill and great efficiency. Despite the apparent large budget, there is and will continue to be a severe squeeze between available resources and committed programs.

One of the keys to stretching resources will be the team work with which the staff can function. The major effort of Mr. Gate's group this past year has been on launching the Minolta Planetarium. The coming year should see the focus shift to museum development. While on-going programs must be maintained, coordinated staff effort needs to be concentrated where the heaviest demand is at the moment. The staff, while composed of specialists, is expected to cover many bases.

It should not be overlooked that there are financial concerns ahead beyond those covered in the Five-Year Projection. Although the projection indicates that basic operational costs of the program can be funded into the future, funds available for museum display equipment are sufficient for no more than the initial stages of development of the museum. We have been advised by experts that setting up a museum of our square footage should cost in the neighborhood of a quarter of a million dollars. We have in the capital equipment fund one hundred and fifteen thousand dollars. We are confident that this will cover our beginning displays. Beyond that, new resources will need to be found.

Our staff is creative. With economic recovery and an impressive beginning for the museum, it should be possible to return to the local electronics industry for help in rounding out the museum project. Industry has already donated nearly two hundred thousand dollars to the building. The Perham Foundation stands ready again to be involved in a fund raising venture.

In any case, careful management of resources will be needed to spell the difference in the continued development of Community Sciences Services as a distinguished element of the total Community Service Program.

ANNUAL REPORT OF ACTIVITY
COMMUNITY SCIENCE SERVICES

July 1970-June 1971

Foothill Planetarium

| | |
|---|---|
| Planetarium Shows for Public Schools | |
| Schools | 104 |
| Attendance | 7,716 |
| Public Planetarium Shows | 70 |
| Friday Night Science Spectacular | |
| Attendance | 4,284 |
| Special Group Planetarium Shows | |
| Shows Given | 33 |
| Attendance | 2,341 |
| Instruction Programs in Planetarium | |
| Shows Given | 93 |
| Attendance | 7,742 |
| Total Attendance | 22,083 |

De Anza Planetarium

| | |
|---|---|
| Planetarium Shows for Public Schools | |
| Schools Serviced | 86 |
| Attendance | 10,022 |
| Public Planetarium Shows | 248 |
| Attendance | 17,576 |
| Special Group Planetarium | |
| Shows Given | 28 |
| Attendance | 2,883 |
| Instruction Programs in Planetarium | |
| Shows Given | 42 |
| Attendance | 2,981 |
| Total Attendance | 33,462 |

Observatory

| | |
|---|---|
| Public Observatory Programs | 76 |
| Attendance | 3,172 |
| Observatory Programs for Special Groups | |
| Programs Given | 57 |
| Attendance | 1,202 |
| Instructional Programs | |
| Programs Given | 4 |
| Attendance | 171 |
| Total Attendance | 4,545 |

Space Science Center Use

Astronomy 10
Summer Training for Observatory
Space Science Advisory Committee Meetings
Perham Board Meetings
Amateur Research
Celestial Navigation
Backyard Astronomy
Astrophotography
Amateur Telescope Making I
Amateur Telescope Making II
San Jose State Extension Class
Clock Collectors Association

## COMMUNITY USE OF FACILITIES

Purpose: To make District facilities when not being used for the instructional purposes available for use by community groups and organizations.

Director: Mrs. Barbara Godwin, Coordinator of Facilities

Location: Office Number Phone: 948-8590, Ext. 301

Explanation of Program:

The District is committed to carrying out its obligations under the California Civic Center Act. When Foothill opened its doors on its permanent site the community was invited to use and be part of the campus. Since 1961 community use of facilities has grown from twenty five organizations sponsoring one hundred sixty events to more than one hundred organizations sponsoring more than seven hundred events.

A wide variety of educational, cultural, recreational and social activities such as meetings, conferences, concerts, films, lectures, dramatic productions, exhibits, physical activities and athletic competitions are sponsored by local community groups and presented in District facilities. Cultural events range from the annual series of concerts of the San Francisco Symphony, which began at Foothill in 1961 to youth symphonies, ballets, modern dance, chamber music, vocal and instrument recitals, and children's plays and films. Many organizations use our facilities on a continuing basis for symphony and choral rehearsals and monthly meetings in our class-rooms and laboratories. No charge is made to those organizations whose events and meetings are free to the public. Where community groups charge admission to their programs the colleges frequently join in co-sponsorship. When this is done, charges for facilities are usually wavied. Such events include conferences, educational programs, cultural activities and physical education events.

A master Calendar for both campuses is maintained by the Coordinator of Facilities. If a community organization wishes to present an educational, cultural or recreational event on campus the request comes to her office. The application is processed and, if approved, a contract is written computing the technical charges and any appropriate rental fees.

All college events (everything other than classes) are scheduled through the Coordinator of Facilities. These events, of course, have priority over community organizations. Contracts are written for all events, for example: public events, films, lectures, fine arts events, all physical education activities such as football, basketball, track, wrestling, swim meets, tennis matches, band, choral and orchestra groups. All orders for set-up are written in the contracts and distributed to the departments responsible for set up, manning of events and clean up.

When Foothill was established ten years ago it was found that from the point of view of both stage size and audience capacity the Foothill auditorium was too small to accommodate large events such as full-sized professional symphonies. As an alternative the San Francisco Symphony inaugurated a series of concerts in the Foothill Gymnasium. It was discovered that the gym had first class accoustics and this facility became a useful place for the presentation of large events. The floor was covered, a portable stage was erected, accoustical nets were hung, lights installed, portable chairs set up. There has been a great deal of use of the gym in this manner over the years. Such use will continue although many programs will be transferred to Flint Center.

District facilities most heavily used by community groups are Foothill Auditorium, Foothill Gymnasium, Foothill Appreciation Hall, Foothill Campus Center, Forum Rooms on both campuses and the De Anza Campus Center. Flint Center should have heavy community use in the future.

Progress Report: In ten years community use of District facilities has grown greatly. It is really true that the community sees the colleges as civic centers. With District events open to the public totaling over one thousand three hundred a year and community sponsored programs totaling over seven hundred, the number of citizens attending special programs on our campuses is more than 400,000 a year.

Future Plans: Community use of facilities can probably not increase a great deal more. Flint Center community programs will, of course, grow. Some additional events will be possible in other facilities by careful scheduling during the week and on weekends. However, the growth in class use of facilities means that for practical purposes, we are approaching capacity on community use of facilities. Careful scheduling will be necessary to prevent conflicts and unhappy public relations with community groups.

ANNUAL REPORT OF ACTIVITY
USE OF FACILITIES

Total Events Scheduled

| | | |
|---|---|---|
| District | | 1,377 |
| Community | | 773 |
| | Total | 2,150 |

Conferences, Meetings, Lectures and Etc.

| | | |
|---|---|---|
| De Anza College | | 29 |
| Community | | 60 |
| | Total | 89 |
| | | |
| Foothill College | | 220 |
| Community | | 105 |
| | Total | 325 |

Cultural Events

| | | |
|---|---|---|
| De Anza College | | 96 |
| Community | | 10 |
| | Total | 106 |
| | | |
| Foothill College | | 86 |
| Community | | 109 |
| | Total | 195 |

Athletic & Recreational Events

| | | |
|---|---|---|
| De Anza College | | 175 |
| Community | | 282 |
| | Total | 457 |
| | | |
| Foothill College | | 202 |
| Community | | 207 |
| | Total | 409 |

Attendance on Campuses at Events Sponsored by Community Services & Community Organizations

| | | |
|---|---|---|
| De Anza | | 151,776 |
| Foothill | | 251,466 |
| | Total | 403,242 |

## FIREARMS RANGE

Purposes:

1) To provide a first class facility for law enforcement firearms training in the regular college curriculum.

2) To provide on-going firearms training for upgrading the personnel of law enforcement agencies in the area.

3) To develop innovative ideas, equipment, and practices for the advancement of the firearms training and proficiency of law enforcement students, officers, and agencies.

Director: Victor Musser, Instructor in Law Enforcement, De Anza College

Location: Office Number - F21N Phone: 257-5550, Ext 6-247

Explanation of Program:

The existing De Anza College Firearms Range was conceived by the Law Enforcement Advisory Committee in 1962. At That time the plan was to provide a pistol range for the firearms training of Foothill Junior College District Law Enforcement students. The range would also be used by the law enforcement agencies within the District and in surrounding communities for upgrading firearms proficiency of officers.

The original plan called for an outdoor range to be located at the base of a hill on the western edge of the Foothill campus. When it was decided to move the Law Enforcement Program to De Anza the idea for a range was temporarily set aside. Before the law enforcement program was established at De Anza, however, an H.E.W., Title VI grant provided funds for construction of a pistol range.

After preliminary study, an architectural plan prepared by Krump, Masten and Hurd was approved. Bid was awarded for $363,000, and construction of the range was started on May 26, 1968, by Swenson Construction Company of San Jose. A separate and supplemental grant of $16,000 for moveable equipment in the range was obtained from the State of California. Although not entirely completed, the building was used for Spring Quarter classes in April, 1969. Completion notice was filed on May 23, 1969.

The building is 333 feet long, 33 feet wide, sub-level, with the roof designed to be the foundation for future bleachers on the west side of the football field. The

building contains 1,000 cubic yards of re-enforced concrete, has a small class room, armory, toilet facilities, and two separate and independent pistol ranges. One range is 25 yards long and the other is 60 yards. Each range has five firing positions, its own control office, ventilation system (14,000 cfm), and access to the armory. The firing points and range control areas are covered with anti-static carpet. The special carpet was installed to reduce the potential of a flashfire from sparks igniting accumulated unburned powder and powder residue.

Each range has a specially designed reverse angle three eighths inch armor plate backstop. The backstop design eliminates lead azide and other toxic matter usually found in conventional type backstops. This design facilitates easy salvage of lead. The backstops will safely handle a three hundred grain projectile traveling at one thousand eight hundred feet per second. This allows firing of handguns varying in caliber from .22 long rifle through .44 magnum, as well as .22 caliber rifle and 12 gauge shotguns using shotgun slugs. These backstops will adequately and safely handle any type of conventional police used fire-arm except high-power rifles.

The ranges have been designed for firing courses such as the Camp Perry, National Match Course, Practical Pistol Course (combat type) twenty five and fifty meter International Shooting Union Courses (this is the only such installation in northern California), Running Man Target, Shotgun and Special Weapons Familiarzation Firing.

Each Range is equipped with closed circuit television and videocorder system for student and officer demonstration, observation and evaluation.

The ranges are equipped with a transistorized target transport carrier at each firing point. The carriers will edge and face targets in accordance with variable pre-set time units.

The ranges are also equipped with blue, amber and mercury vapor lights (street lights) to simulate dusk-dawn and night lighting conditions. These colored lights can be changed to other colors to duplicate any type of lighting conditions.

The building contains a concrete enclosed armory, with combination lock vault type doors for maximum protection of arms and ammunition. The building is additionally protected with

a self contained fail-safe type ultrasonic maze alarm. If activated, the alarm automatically dials the Santa Clara County Sheriff's Department and advises by pre-recorded tape that an intruder is in the range.

For community use the Firearms Range is leased to law enforcement and school agencies at the rate of $11.50 per hour for both ranges and the classroom including a Rangemaster. For one range with Rangemaster the charge is $7.50 per hour. Weapons, targets, pastes, ammunition and video tape are not furnished to outside agencies. The Rangemaster works on a part-time basis and is paid $4.50 per hour. Total expense of providing this service to outside agencies is born by the user. Community Services expense for this facility is wholly offset by income.

Progress Report: Community use of this facility on a regular basis now includes the following:

1. Adjacent Colleges

San Jose Community College
Nine hours per week per semester

West Valley College
Six hours per week Fall semester
Eight hours per week Spring semester

2. Law Enforcement Agencies

Los Altos Police
Eight hours per month

Sunnyvale Department of Public Safety
Three hundred hours for 1971-72 fiscal year

Campbell Police
Six hours per month

California Highway Patrol - Pistol Team Members
Two hours per month

3. Special Use or Instruction

Firearms Familiarzation For Women
Ten hour short course. Special instruction for women who already have hand guns or have desire to become familiar with guns. Emphasis on legal and moral aspects of self defense.

Los Angeles State College
Forty hours - Police Firearms Instructors Course

Future Plans: To continue to provide a valuable and safe community service to Law Enforcement Agencies of the area.

## AUDITORIUM OPERATIONS

**Purpose:** To provide the professional service of trained auditorium personnel for College, Community Services and community use of District auditoria and related facilities.

**Director:** Herold Buettner, Auditorium Operations Manager

**Location:** Flint Center - De Anza College Phone: 253-4171

**Explanation of Program:** Since the fall of 1965 the District has employed a full time auditorium operations manager. This position became necessary because use by college and community groups of highly complex theatre type facilities and equipment grew to be too time consuming and too technically demanding for regular faculty to handle efficiently. In the beginning, the major facility serviced was the Foothill Auditorium where traditionally there had been heavy community and District programming. Other facilities which have been operated by the auditorium manager when used for public performances, however, include the Foothill Gymnasium, Campus Center, Appreciation Hall, Forum Building and Choral Hall, as well as the De Anza gymnasium, Forum Building, Choral Room and Campus Center.

The services of the Auditorium Manager have been used by various contractors as stage manager, stage construction consultant, house manager, crew coordinator, etc. He has also been responsible for maintenance of stage equipment, for safety of operation, and for protection of the facilities.

Except where rental is charged to community users, the cost of the service of auditorium management is born by the Community Services Tax. Considering the amount of auditorium related use on our campuses, this position has proved over the years to have been all but indispensable.

As Auditorium Manager we have had on our staff since fall 1966, Mr. Herold Buettner, formally manager of the Berkeley Community Theatre for the Berkeley School District. Before Mr. Buettner came with us full time, he had been consultant on the Flint Center project. After he became a permanent member of the staff he continued in the role of theatre consultant to Flint Center. Mr. Buettner is a highly competent professional theatre operator and has made a very valuable contribution to equipping and organizing the new facility.

Progress Report: Gradually since 1966 and particularly since we have moved toward the completion of Flint Center the work of auditorium management has increased in tempo. In fall 1970 an Assistant Auditorium Operations Manager (Foothill responsibility) was added to the roster. Mr. Buettner's center of responsibility was shifting fairly exclusively to Flint Center leaving a void at Foothill. Mr. Floyd Holt, who had gotten his experience at the new auditorium at El Camino College was hired to take over the Foothill portion of the load. Mr. Holt is both technically and personally well equiped for the Foothill position. He handles competently the maintenance and operation of the aging Foothill equipment and he is a most accommodating, service oriented, and diplomatic person to be dealing with the Foothill facility's various users, some of whom are very demanding.

As Flint Center neared completion and we were about to take over operational responsibility, an Auditorium Operations Technician became necessary for set-up and operation of the heavy Flint Center rigging and other stage equipment. Mr. Harry Harvey, formerly Manufacturing Supervisor for Cutler Hammer, Incorporated in Belmont, a highly trained specialist in stage electrical and mechanical equipment, was engaged for this position. Mr. Harvey has so far spent all his time at Flint Center. After the original bugs are out of that facility, however, it is anticipated that he will be available as well for work on Foothill auditorium equipment.

A full time custodian under the supervision of Mr. Buettner and paid by Community Services completes the regular auditorium operations staff. Student personnel is hired as needed for operation.

The budget for this service is not small. Exclusive of professional programming, box office, and start-up equipment capital expense, the cost will come to over $68,000 in 1971-72. This will cover auditorium management cost throughout the District for college, Community Services, professional programming, and community use. Income from rentals from Flint Center professional programs is estimated for our first year at $20,000.

Future Plans: It is our policy to maintain auditorium services throughout the District on the efficient level that they are now operating. There will probably be no increase in community and Community Service use of the Foothill Auditorium or, for that matter, of college use of that facility other than drama, since the drama program has the facility tied up two thirds of the

time and saturation has been about reached on available community time. Since Flint Center is not designed as a teaching station (the De Anza Drama Hall takes the heat off that necessity) considerable growth in college, community, Community Services supported organizations, and professional use can be expected there. Already scheduled use for next year will be heavy but certainly nothing like at capacity.

It is possible by building up professional programming in Flint Center to increase rental income, but this can be done only on a limited basis. Unlike the San Francisco Opera House, where all use is income producing, we will have much use which by definition can not be produce income, i.e., District use and non-admission taking community use. It might be pointed out at this point that the major cost of non-income producing use of Flint Center by the campuses and by the associated student organizations will be born by Community Services. This is an expensive program. In time it is felt that more of the cost will be offset by rental income but the value of the expense which remains is in the service provided to the community and the campuses. It was to this expense that we committed ourself when we built the facility.

## BOX OFFICE OPERATION

**Purpose:** To provide ticket sales and Community Services short course and recreation class enrollment services to the public at convenient times and places.

**Directors:** Mrs. Mary Pratt, Box Office Manager
(District Responsibility) Phone: 948-4444

Mr. Maurace Jeter, Box Office Treasurer
(Flint Center Responsibility) Phone: 257-9555

**Explanation of Program:** District box office operation was assigned to Community Services in 1964. Before that time the Foothill College Student Activities office handled tickets for college activities. Community activities went unserviced by the District. In 1964-65 fifty five separate events were serviced by the newly established Box Office and the total money collected for these events was over $50,000. At that time the box office began registering enrollments in non-credit short courses and recreation classes.

From the beginning a professional level of operation has been maintained. The Box Office has been thought of as a means of fostering good public relations with District and community by providing prompt, courteous and accurate service.

Box office hours were set at the convenience of both the community and the day and evening students of the college. Standard open hours are 11:00 a.m. to 3:00 p.m. and 7:00 to 9:00 p.m. weekdays and, of course, one and a half hour before all performances. Additional hours are included when there is a heavy run on tickets for especially popular programs.

Mail orders for both tickets and class enrollments are handled by the box office system. Community organizations programming in District facilities may use the services of the box office at a per ticket selling charge of ten cents. Daily deposits are made of money collected and monthly reports are turned over to the appropriate supervisor.

**Progress Report:** With the establishment of the Flint Center operation an expansion and modification has had to be effected in the organization of box office service. The initial box office procedure

conducted by Mrs. Pratt had proved very successful for its specific mission. Basically, it has handled the selling of tickets for community and college sponsored events and registrations for Community Services' classes. When the policy of renting Flint Center to promoters of professional programs was established a different kind of box office operation became necessary.

The characteristic aspect of the professional operation is responsibility for a large inventory of high cost hard tickets. Centralization of responsibility and tight security of the box office facility has to be established. Aslo, provision has to be made for an expected growth in volume of professional operation. Mr. Jeter, formerly manager of five Century Theatres in San Jose, has been appointed Flint Center Box Office Treasurer. Proper equipping of the Flint Center Box Office is underway. By September we should take over as primary box office for the promoters using Flint Center. Presently, we operate as a satellite box office for the San Jose Box Office of Mrs. Joan Gordon. Readiness to become primary box office depends upon establishing a proper communications system, proper accounting system, proper internal security and further public awareness of box office location. (It might be noted that for the Stuttgart Ballet, our first professional program, we outsold the San Jose Box Office ten to six) When we take over as primary box office we will rent our services to the promoter for $325.00 per event for six weeks advance service.

In addition to responsibility for hard tickets for professional programs, Mr. Jeter is also responsible for selling tickets to college, Community Services, and community events as required. In this function he works under Mrs. Pratt who assigns tickets to him and receives from him remaining tickets and monies for deposit from tickets sold. (Mr. Jeter makes his own deposits into a special holding account for professional program tickets).

One responsibility that, because of expected volume of activity, the Flint Center Box Office does not exercise is registration of enrollments in short courses and recreation classes. This responsibility is handled under supervision of Mrs. Pratt by Mrs. Boortz, De Anza Community Services Representative, whose office is in the rear of Flint Center.

Community Services box office operations are thus conducted at three locations: at Foothill Box Office in the

Foothill Auditorium by Mrs. Pratt for tickets and course enrollments; at Flint Center Box Office by Mr. Jeter for tickets to professional, college, Community Service and community events; and, at the De Anza Community Services Office by Mrs. Boortz for short course and recreation class enrollments.

Future Plans:

Rapid growth in volume of operation at Flint Center Box Office is expected as our professional programming gains momentum. Continued growth at Foothill Box Office and the De Anza Community Services Office will be more modest but steady, depending mainly on short course and recreation class enrollment growth, a growth which has been proceeding without letup for years and which gives no indication of leveling off. The Foothill operation has been efficiently run since Mrs. Pratt joined the staff in 1964. Mr. Jeter also appears to be well suited to the peculiar demands of a Box Office Treasurer position. He is thorough, careful, and unruffled under pressure. He appears to handle the public firmly and politely.

The Flint Center Box Office is a critical operation not only from the point of view the amount of money handled and our responsibility therefore to our tenants, but also from the point of view of the potential effect of the box office, both good and bad, on District public relations. For many people this box office will be their main point of contact with District personnel. The pattern of relationship with the public must be developed very carefully as the operation undergoes heavy expansion.

ANNUAL REPORT OF ACTIVITY
BOX OFFICE July 1970 to June 1971
(Flint Center Box Office not included)

Events Serviced (other than Short Courses

| | |
|---|---|
| De Anza | 17 |
| Foothill | 28 |
| Community Services | 6 |
| Community | 16 |
| Short Courses | 59 |
| Recreation Classes | 143 |
| Total Events Services | 261 |

Money Deposited $113,530

## FLINT CENTER PROFESSIONAL PROGRAMMING

Purposes:

1) To provide a major auditorium for college and student use,

2) To make Flint Center a major cultural center in the Bay Area,

3) To provide a wide variety of major performing arts events for the enrichment of citizens of the District and surrounding area,

4) To provide such service without major outlay of District funds as risk capital to underwrite programs,

5) To provide a home appropriate Community Services supported major music organizations such as Schola Cantorum, Nova Vista, Master Sinfonia, and,

6) To provide a major facility for the use of community organizations at reasonable cost.

Explanation of Program:

FLINT CENTER POLICY COMMITTEE

In order to plan for the operation of the new Flint Center a policy committee was established composed of District citizens, students, faculty and administration as voting members and of appropriate ex-officio Community Services and other District staff personnel non-voting. Citizens on this committee were appointed by the Board of Trustees. The function of the Policy Committee is to set policy and control operation of the facility.

It was recognized that five constituencies will want to use the Flint Center: instruction, students, Community Services supported organizations, Community Services sponsored professional programming, and community organizations. Each of these constituencies needs a voice so a sub-committee representing each was established to make recommendations to the main committee. Priority for use of the facility exists in the order in which the constituencies are named above.

The main concern among constituencies is the assignment of dates for programs. Deadlines have been established for requesting dates, and dates for 1971-72 have been duly requested by sub-committees and assigned in appropriate order.

## PROFESSIONAL PROGRAMMING

Although fourth in line in terms of priority in securing dates on the calendar, the area of most community concern for use of Flint Center is professional programming. In terms of potential cost, complexity of operation, and impact on the image of the facility, this is also the area of most concern to Community Services.

The Professional Programming Sub-committee, at the recommendation of the staff, proposed to the Board of Trustees that the District invite professional promoters to produce in Flint Center on the basis of a four walls rental plus a percentage of gross receipts. In this way the District would not risk its own funds in providing expensive programming but would leave this risk to professionals. Hopefully, also, rental of the facility would provide a steady source of income to the District to help offset the cost of operating Flint Center.

It was the thought of the sub-committee that whether this approach could be successful would depend on how attractive the hall was to the promoter. A limiting factor is that it is not the intention of the committee to leave to the promoter the choice of program. The committee would screen events to keep dominant the concern for a culturally balanced service to the community.

In order to make Flint Center attractive to the professional promoter, the committee recommended that the District use money it might otherwise have committed to underwriting programs to promote audience development for the Center. Normally, a professional promoter will use regular media channels available to him for the promotion of his programs. Our function would be to supplement that activity by grass roots, direct contact promotion with individuals, clubs, organizations and industry. In this way it was hoped that we might insure the appeal of the facility to the promoter. The Board approved this recommendation.

Progress Report: In the months that this program has been underway a strong bill of top attractions has been lined up with John Kornfeld, Associates. (see brochure next page) Hopefully, more programs will be added throughout the year. We are also engaged in discussions with other promoters such as Mary Ann Pollar, Lou Robbins, Jimmy Lyons, ACT, and Civic Light Opera. What will come of these discussions remains to be seen. The committee is satisfied that the Kornfeld program now booked is a good beginning. But the committee is also very strong in its view that the program has a narrow interest range and that we should make a powerful effort to broaden the bill to include programs of wider public interest. Specifically, the committee is interested in seeing programs in the following areas: jazz, folk rock, country western, and popular comedy.

Future Plans: As a hall for the presentation of major professional performing events Flint Center has great potential. It is a well equiped major facility, the finest yet between San Francisco and Los Angeles. It is in a population area from the mid-Peninsula to San Jose which has great potential for the kind of audience development required (The Los Altos San Francisco Symphony program has already demonstrated that fact). Parking is good. Good restaurants are available locally. The presence of the Center will replace the need for many people to make the long and expensive trip to San Francisco. Certainly, the hall is seen by the area public as a great cultural boon to the community. Great care in management needs, however, to be observed. In order to avoid the necessity of commiting District money to underwriting major programs it is essential that the hall remain attractive to professional promoters. On the other hand, Flint Center is a school and community facility and, although not used as a teaching station, it must be availableon a priority basis to the instructional program, to the student bodies and to Community Services supported music organizations before it is available for professional programming.*

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* The way this priority system works, it must be emphasized, is that the constituency with higher priority has the right to select program dates before the next constituency on time deadlines established by the Policy Committee. Once a constituency has been allowed to pick a date and been given a contract, however, that contract is not subject to change. The effect of the system, because of the need for long range planning for professional events, is to force the constituencies to make their selections on a long time line, as much as a year in advance of the time of use.

A fine line must be walked to eliminate possible tension with other constituencies and yet to have a hall to which professionals will wish to bring expensive attractions.

Another problem that must be handled carefully is the question of professional programs on week nights during times when the Evening College is in operation. Although parking facilities on De Anza Campus are good, a capacity audience at the Center at the same time as classes are in session could put the parking lots to great strain. If evening students were discouraged from attending because of parking difficulties and their discouragement caused a loss of ADA the situation would be very serious.

In order not to get into this difficulty we are moving very slowly on programming on week nights. Three programs have been set during fall and winter quarters to test what effect a Center audience will have on Evening College parking. The Evening College office will warn its students that these events will take place and indicate their ocassional nature. We will then be able to assess the degree of conflict for space before commiting ourselves to further programs.

The above problem will be relieved if and when the Euphrat property comes to the District and an additional parking lot is constructed to the west of Flint Center.

Basically, future plans in finding the right balance for the use of Flint Center call for moving as slowly as possible consistent with keeping the center attractive to promoters. We are confident that any apprehensions which presently exist will disappear as people see the program develop and realize it is not going to overwhelm school and community programs. Continued sensitivity by Policy Committee and staff to the constituency interelationships should be able to alleviate other concerns as they arise. In any case, Flint Center can be either a great asset or a great public relations liability to the District. It is the objective of Community Services to see that it is the former.

## SHORT COURSES

Purposes:

1) To offer non-credit short courses, seminars, symposia, workshops, and conferences not otherwise available in the District w ich are of current general interest to the community,

2) To offer non-credit short courses, seminars, symposia, workshops and conferences not otherwise available in the District which meet the needs of special interest groups in the community,

3) To serve as a means for experimenting with new course and program ideas prior to their being incorporated in the regular curriculum, and,

4) To serve as a means for testing or generating public and District interest in programs dealing with emerging social issues.

Director: Mr. Terence Murphy, Coordinator of Short Courses

Location: Community Services Office Phone: 948-3523, Ext. 521

Explanation of Program: In developing the short course program the attempt is made to present a varied program ranging from eminently practical to traditionally academic and from specific courses intended to increase proficiency in business or professional skills to courses of general interest that are intellectually entertaining. Since Community Services short courses offer neither grade nor credit and must stand on intrinsic audience interest, they must necessarily be attractive and of continuing high quality.

Program offerings are determined by awareness of current practice of programs elsewhere, by expressed general community interest, by the suggestion of potential instructors, by the recommendations of special interest groups and, of course, by the automatic bias of the short course coordinator.

Special interest groups can be represented by formal or informal advisory committees or individuals speaking for their interest groups. The most institutionalized advisory committee we have representing special interests is the BIPG Committee (Business, Industry, Professions and Government). This advisory group and its sub-committees meet with the coordinator three times a quarter to recommend

programs to meet the needs of the segments of the community the committee represents. The BIPG Committee has been serving the District for seven years.

A second advisory committee has recently been established to assist in developing programs for senior citizens. This includes pre-retirement planning and post retirement educational activity.

Programs are also developed in cooperation with groups such as the Council for the Arts, Palo Alto (CAPA) and the curriculum directors of Sunnyvale Elementary, Cupertino Unified and Fremont High School Districts for programs aimed at parents and teachers in those Districts.

Current practice has us advertising the short course program in a quarterly brochure sent to about 12,000 addresses on the general "friends of the college" mailing list. This list has been developed very carefully over the years, is now on a memory disk on the 360 and is culled carefully on a continuing basis. People on this list have asked to receive our notices of District activity. Special programs which are directed at particular target audiences are advertised through individual flyers to selected lists. Moreover, effort is made to develop additional publicity through news stories in the local media. The Public Information office has been effective in producing stories of this kind.

In order to insure the continuing quality of programs an evaluation is run on every course offered. An evaluation form is sent to each registrant asking for critical responses to the program. The results of the survey are tabulated for office use and the original forms are sent to the instructor for his edification.

Funding of short courses may be either through the Community Services Tax or by ADA apportionment generated under the Adult Education Tax. Administrative and clerical costs are carried by Community Services. Fee income from courses offered through the Community Services Tax, in which we budget to recover instructional and promotional costs, runs about $20,000 a year. Net cost of the program after income is about $19,000. In terms of nature of the service and the public response to it, it is felt that this is an effective program for the money.

Progress Report: Activity in short courses has grown markedly in the past five years. In 1966-67 twenty four short courses were offered; in 1970-71 the number had grown to fifty nine. Office efficiency has also improved in this period. Short courses, because of their individualized nature and the necessity for special promotion, are a hand tailored kind of operation. Great attention must be devoted to planning, to scheduling, to the providing of proper A-V and printing back-up, to registration and class admission control procedures, and to evaluation follow-up. Moreover, because of the growth in the evening college programs, space allocation has become a problem. Many short courses have to go off campus. Finding off-campus space is a responsibility of the program.

Future Plans: Short courses appeal to a group of citizens who do not have the time or desire to be enrolled in formal classes but who like intellectual stimulation and a connection with the academic community. We reach a large number of people with our short course program and the response this develops for the District is most positive.

We now have on our staff as Short Course Coordinator Mr. Terence Murphy who came to the District from U.C. Santa Cruz Extension. Under his leadership we expect further steady growth in short course offerings and enrollment but this growth will need to take place carefully by increased efficiency inside the limits imposed by space availability, promotional requirements, and budget restrictions. In terms of program support, the Short Course program has now been built up to the level where it should remain except for adjustments necessitated by inflation.

ANNUAL REPORT OF ACTIVITY
SHORT COURSES

[illegible]y 1970 to June 1971

Summer

| Classes | | Enrollment |
|---|---|---|
| Medical Transcription | | 42 |
| Operation Co-Pilot | | 29 |
| The ABC's of Volunteering | | 32 |
| | Enrollment | 103 |

Fall

| Classes | Enrollment |
|---|---|
| California Community Property & Family Law | 112 |
| Cultural Renaissance in Postwar Japan | 31 |
| Writing for Pleasure & Profit | 41 |
| How to be an Attractive Woman Today | 48 |
| The Art of the Playwright | 22 |
| Personal Growth & the Defined Community | 36 |
| Family Communication | 13 |
| Natural Life Yoga | 65 |
| Racial & Cultural Minorities in the U.S. | 73 |
| Drugs in Contemporary America | 78 |
| Operation Co-Pilot | 21 |
| Medical Insurance Refresher | 80 |
| Medical Transcription | 46 |
| Profit Opportunities for Small Investor | 26 |
| Instrument Flying Seminar | Canceled |
| Flight & Ground School Safety Clinic | Canceled |
| Contrasts & Conflicts: Our Latin Neighbors | Canceled |
| Three Against War | Canceled |
| Condemnation Procedures | Canceled |
| Total | 692 |

Winter

| | |
|---|---|
| The Illegitimate Art of Acting | 33 |
| The Impact of Asian Philosophy on Art | 31 |
| The Genius of the Japanese Film | 87 |
| Go Van Gogh | 317 |
| How to be an Attractive Woman Today | 63 |
| Estate Planning | 120 |
| Natural Life Yoga | 57 |
| Chinese Cooking | 40 |
| Youth, Protest, & the Law | 21 |
| European Culture & Travel | 231 |
| Judaism | 84 |
| Writers' Workshop: Professionalizing Your Product | 38 |
| Foothill Sunday Adventure Film Series | 1291 |
| Resolving Conflicts Through Communication Skills | 111 |
| Going Into Business for Yourself | 111 |
| Career Planning Workshop for Women | 10 |
| Medical Transcription | 15 |
| New Patterns for Partners | Canceled |
| Personal Financial Development | Canceled |
| Total | 2660 |

Spring 1971

| Classes | Enrollment |
|---|---|
| Shakespeare in Production | 23 |
| Perspectives on Distorted Reality:(Flim as an Art) | 55 |
| Film Forum on Management | Canceled |
| The Stock Market & How to Invest | 34 |
| European Culture & Travel | 140 |
| San Francisco Bay: Who Can Save It? | 91 |
| The Phenomenon of Man | 234 |
| Mathematics & Civilization | 21 |
| New Directions in Employment | 14 |
| Woman as Head of Household | 35 |
| Hindu Philosophy | 34 |
| Natural Life Yoga | 25 |
| Career Opportunities for Women | 50 |
| Career Counseling for Women | 8 |
| Introduction to Astrology | 22 |
| Going Into Business for Yourself | 79 |
| Medical Transcription | 8 |
| Mexican Spectacular | 119 |
| Total | 940 |

| | |
|---|---|
| Total Courses Offered This Year | 59 |
| Total Enrollment This Year | 4395 |
| Courses Offered During The Day | 5 |
| Courses Using De Anza Campus | 11 |
| Courses Using Foothill Campus | 28 |
| Courses Using Off Campus Facilities | 11 |

## COMMUNITY MUSIC ORGANIZATIONS

### THE SCHOLA CANTORUM
(150 Voice Symphonic Choir)

**Purposes:**

1) To provide choral performances of high quality to peninsula audiences,

2) To provide a creative outlet for the talents of many experienced choral singers in the area,

3) To stimulate new choral composition,

4) To work in concert with various local orchestras.

**Director:** Mr. Royal Stanton, Chairman, Fine Arts Division, De Anza College

**Location:** Office Number - A47 De Anza Phone: 257-5550, Ext. 491

**Explanation of Program:**

Begun in 1964 at Foothill College, the Schola represents in its membership people from all towns of the Foothill Community College District. Membership remains steady between one hundred forty five and one hundred sixty with a constantly renewed waiting list to audition. The rate of turnover has slowed in recent years, so that now there are fewer openings to be filled at auditions, usually held in September and early Spring. Membership in Schola is highly prized and those who serve work rigorously and constantly to develop a highly professional level of performance.

Membership includes a wide spectrum of vocations and professions. A substantial percentage of the group has earned masters and doctors degrees. Many have had wide experience in semi-professional, college, civic, and even professional choral groups elsewhere. The Schola is comprised largely of adults, though there are a few students.

Admission to the group is by personal audition, which inquires into vocal ability, musical skill and degree of interest. The By-Laws of the organization, evolved and adopted by the membership, specify that continued membership depends on consistent attendance and effort. The Schola Board is the governing body of the Schola; under the guidance of John Bingham, president for 1970-71, it has become an active and efficient group.

Royal Stanton, conductor of the Schola is nationally recognized in choral music circles for his leadership in the development of just such civic organizations as the Schola. Stanton this year has published two books, "The Dynamic Choral Conductor" (Shawnee Press), and "Steps to Singing for Class Voice" (Wadsworth). He is an award-winning member of the American Society of Composers, Authors and Publishers, with numerous compositions and arrangements in print.

Progress Report: An enthusiastic capacity audience cheered the final concert of the Schola Cantorum's seventh season in the group's first Flint Center performance on June 6, 1971. Guest artist Jester Hairston climaxed a successful season as the highlight of this concert.

The season opened with the fourth appearance of The Schola in collaboration with the Peninsula Symphony in concerts on November 6 and 7. On January 22, The Schola undertook a new venture, an appearance in San Francisco's Grace Cathedral. The same concert was repeated twice in the Palo Alto Methodist Church on January 24 and 25. On March 28 Beethoven's MISSA SOLEMNIS was performed, with the Orchestra of the Schola Cantorum, in the Foothill gymnasium.

Critics have hailed the Schola as one of the major cultural achievements of the sixties and increasingly the group is regarded as a pace setter in this area.

Future Plans: Plans for the eighth season of The Schola, 1971-72, project four concert events. Included will be the premiere of a new work, THE CHILDREN OF DAVID, commissioned by the Schola from the well known San Francisco composer Kirke Mechem. This piece will be sung in the April concert. Other concerts include the opening event with the Peninsula Symphony in November, a major concert in January, and the season-closer, Verdi's great MANZONI REQUIEM, in June.

The Schola looks forward to greatly broadened horizons of accomplishment and public interest with the opening of Flint Center. A major factor in the decision to move the Schola from Foothill to De Anza was the impending development of this facility. Members of the group feel an expansive and proprietary interest in the fact that this new hall is the "home of The Schola". It is hoped that the fine reputations of Flint Center and The Schola will grow and prosper together.

MASTER SINFONIA
(Chamber Orchestra)

Purposes:

1) To provide an outlet for those fine instrumentalists of professional calibre who prefer to perform chamber music in a small select ensemble rather than to play in a large symphonic ensemble.

2) To present in first class performances for community enjoyment the wealth of chamber ensemble music both the familiar and the much-neglected. (This music, ranging from the preclassical to contemporary, is generally ill-suited to performance by great symphony orchestras in the large halls of today and, consequently, remains little known to the concert going public).

3) To further the standard of performance of instrumental music in the community.

4) To encourage, promote and commission new chamber ensemble and orchestral compositions.

Director: John Mortarotti, Chairman, Fine Arts Division, Foothill College

Location: Office Number A52C Foothill Phone: 948-8590, Ext. 262

Explanation of Program: The Master Sinfonia membership is made up of adults and college age students who play an orchestral instrument and who are selected by private audition based upon musicianship, technical proficiency, experience, and ability to sight read. The nucleus of the group is made of sixteen string players with an appropriate number of wind, brass, and percussion players used as needed for special works. Rehearsals are one night a week for three hours. Three major concerts make up a regular season. Soloists for the season are drawn from the group itself and from well known professional artists.

The Sinfonia is supported and promoted by Community Services. The District provides facilities and equipment for rehearsals and performances. Scores and parts purchased are filed and stored in the music library and cataloged as part of the District Music Library.

There is no formal organization of the group and, because of its relatively small membership, the conductor is responsible for most organizational and business matters. He does, at times, call upon members of the group to serve in special

assignments such as ticket distribution, publicity, programs, etc. There is an annual business and organizational meeting held at the beginning of each season in which each member participates and at which such items as program, schedule, soloists, and activities are discussed and organized for the season.

Progress Report: After six years the Master Sinfonia has become one of the Bay Area's fine musical ensembles, being recognized as a group that performs with professional aplomb and finesse.

In keeping with the purposes of the group, the Sinfonia has played a wide variety of chamber music both traditional and contemporary. The repertory has incorporated selections that are seldom heard. During the group's six seasons, several works have been premiered in this area.

Enlarging its scope of performances, the group has performed as the guest organization for the Youth Concerts Incorporated of Palo Alto Series as part of that organization's 19th season of Sunday afternoon concerts designed for Peninsula youth. In addition, the Sinfonia has performed for the Hartnell College Fine Arts Series and has presented concerts for the members of the Music Association of California Community Colleges. The group presented a series of three weekly concerts that included all of the Beethoven Piano Concertos and several of his shorter works with Istvan Nadas as guest soloist commemorating the Beethoven bi-centennial year.

Members of the Sinfonia participate with the orchestra which accompanies the Schola Cantorum, the Community Services sponsored symphonic chorus, in any of its concerts that require instrumental accompaniment.

Reviews by critics from San Francisco, Oakland, and the local Peninsula Press not only have been complimentary but have often been enthusiastic. Although chamber music does not attract large audiences, aficionadas are avid. The Sinfonia has developed a loyalty and anticipation among those of the community who have a predilection for this kind of music.

Future Plans: The main thrust of future activities of the Sinfonia is to attempt to widen its audience. It is thought that this can be accomplished best through musical means but publicity channels should be used as well. By offering more intriguing programming, encouraging youth participation and interest, and

presenting artists of international reputation more of the community should be brought into the concert hall. Once there, the group feels that the calibre of performance will persuade on-going loyalty.

In addition, the group is always striving to raise its standards of performance. Ensemble and balance are integral to achieving high standards of performance in this style of music. Standards can be improved through workmanlike, organized and more efficient rehearsals as well as through individual dedication and practice.

It is hoped that in the near future the Sinfonia can sponsor an orginal composition competition that would encourage new works by young composers who reside in the immediate area. It would be the intent of the group to award a cash prize and a first performance to the work at one of the regular season's concerts.

## NOVA VISTA

(Symphony Orchestra)

Purposes:

1) To promote community interest in symphonic music,

2) To provide orchestral experience for area musicians,

3) To provide a full orchestra program for students of De Anza and Foothill Colleges.

Director: John Mortarotti, Chairman, Fine Arts Division
Foothill College

Location: Office Number A52C Foothill Phone: 948-8590, Ext. 262

Explanation of Program: The Nova Vista Symphony Orchestra is composed of adult and young musicians from the community and selected students enrolled in regularly scheduled Symphony Orchestra classes (Music 32) in the Foothill Community College District.

The orchestra is a function of the District Community Services Office in cooperation with the Fine Arts Divisions of both colleges. The District provides facilities for rehearsals and concerts, plus financial and promotional support. According to the By-Laws of the orchestra, approved by the District Board of Trustees in 1966; "The Nova Vista Symphony is a self-governing organization, operating within the framework of the Foothill District Community Services policy."

Organization of the orchestra centers around a Board of Directors of not more than ten members elected from the Orchestra's playing personnel. This board includes one student representative from the regularly scheduled college class. The position of conductor of the orchestra is normally filled by a member of the District music faculties or by a qualified individual otherwise associated with the District's Divisions of Fine Arts. Students must be enrolled in one of the several instrumental classes of the regular day program of either college to receive laboratory credit in Symphony Orchestra. Members of the community participating in the orchestra, unless enrolled in one of the regular day instrumental classes, do not receive credit.

Rehearsals are held once each week for three hours. Three major concerts are presented during the season with several additional programs presented for special groups or occasions in the community. Budget for the operation of the orchestra is divided among District instructional funds, the Student Body Association funds of both campuses, and Community Services funds.

Music scores purchased are cataloged and filed in the colleges' music libraries as property of the Foothill District.

The orchestra engages at least one professional soloist each season as guest artist and presents featured soloists and artists from the District faculty and from the community. Each year, the orchestra sponsors a Youth Music Scholarship, holding auditions for young instrumentalists of high school and junior college age who reside in the District. Winners of this audition are given a cash prize for further music study and the opportunity to solo with the Nova Vista Symphony during its winter concert.

Progress Report: Since its beginning in 1966, the Nova Vista Symphony has developed into a fully instrumented eighty five piece symphonic ensemble that is one of the main musical attractions in the Peninsula area. Comments from the press and from audiences are generally complimentary. Since the orchestra by policy is not highly selective, there are some recognizable limitations technically and musically, but reviews note that the orchestra gives competent, musical and satisfying performances.

The successful blending of community members and college students in an organization of high musical calibre is a matter of envy to many community college districts in

California and the nation, and has made this organization unique in both its musical character and as a Community Service project.

From a first season of three major performances, the Nova Vista Symphony has expanded its offerings to include an annual concert for the Veterans Hospital in Palo Alto and a combined concert with the Foothill Youth Band, a privately sponsored youth organization in the immediate community. In addition, the orchestra generally combines its talents with the Foothill and De Anza Colleges student chorales for the performance of a major choral-orchestral work. Some of the orchestra members participate as members of an instrumental ensemble organized to accompany the Schola Cantorum in at least one of the Schola's concerts.

Future Plans: Future plans of the orchestra include extension of the Youth Scholarship Audition program to include more and larger scholarships. There are plans to attempt more concerts and programs of a service nature where the orchestra, or its members, perform out in the community rather than having the community come to them. There is a plan to develop more combined concerts with other youth and community musical organizations in the vicinity. Naturally, there is always the effort to upgrade the musical and performance standards of the group through the infusion of new, capable players and continued encouragement to returning members to improve their level of ability.

## SUMMARY COMMENT ON COMMUNITY MUSIC ORGANIZATIONS

Taken together the District's three community music organizations are budgeted at a gross expense of roughly $23,500. Anticipated income of $7,000 brings the estimated net expense to $16,500. Considering the quality of experience provided over sustained periods to a large number of area musicians and considering the distinguished nature of two of these groups with the high competence of the third, this is considered a modest budget for a service which effectively influences the District's reputation for cultural leadership and community involvement.

COMMUNITY MUSIC ORGANIZATIONS

July 1970 to June 1971

Schola Cantorum

| | | |
|---|---|---|
| Participants | | 140 |
| Rehearsals | | 42 |
| Concerts: | | |
| | January 24, 25 (Methodist Church in Palo Alto | 400 |
| | March 28 | 875 |
| | Spring June 6 | 2600 |
| Total Attendance | | 9755 |

Master Sinfonia

| | | |
|---|---|---|
| Participants | | 30 |
| Rehearsals | | 41 |
| Concerts: | | |
| | December 6 | 175 |
| | March 14 | 250 |
| | June 13 | 650 |
| Total Attendance | | 2305 |

Nova Vista

| | | |
|---|---|---|
| Participants | | 85 |
| Rehearsals | | 41 |
| Concerts: | | |
| | November 20 | 250 |
| | March 25 | 175 |
| | June 4 | 1800 |
| Total Attendance | | 5710 |

RADIO STATION KFJC

Purpose:

1) To provide on a level not otherwise available from stations in the District a wide range of radio programming in public affairs, news, community service, instruction and entertainment.

2) To provide a training outlet in radio techniques and practices for citizens in the community and students enrolled in regular classes.

Director: Stuart Roe, Instructor, Language Arts Division
Foothill College (On Leave 1971-72)

Location: Office Number M27 Foothill Phone: 948-8590, Ext. 318

Explanation of Program: In 1964 KFJC was placed under the Office of Community Services. Drawing on outside sources as well as campus and community talent, the station's schedule now includes music of all varieties, news analysis, discussions, drama, foreign language programs, documentaries, instructional courses, consumer reports, lectures, debates, campus music performances, all home College football and basketball games, and non-sectarian religious programs. The station provides this service eighteen hours a day, seven days a week, ten months of the year.

The station is entirely student and community operated. A faculty advisor serves as part-time instructor and manager of the station staff which consists of over one hundred students each quarter (who receive two units of course credit for their labor). The station thus provides not only a rare creative setting for those seeking to express themselves using a medium of communications, but it also provides a training for those who wish to become proficient in the technical aspects of broadcasting.

A glance at one of KFJC's program guides (issued once every quarter) will give an idea of the diversity in program offerings. Such things have been broadcast as "Behind the Classroom Door", a weekly interview program featuring faculty members and student spokesmen, "Radio Black", a program produced by and for Afro-Americans, "Limbo", a home-grown series of experiments

in sound, and "America Street", a collection of documentary studies of attitudes and opinions voiced by residents of one city block in Sunnyvale, California, to name but a few. (This last series of programs was produced under a grant from the Corporation for Public Broadcasting. KFJC was among ten stations which received such awards from the one hundred sixty five who had applied).

Last year KFJC joined a national "live" radio network of eighty stations across the country which carried a national "phone-in" program, "Night Call". This award-winning show is the only telephone program of its kind in which listeners can phone from anywhere in the country and address questions to nationally recognized leaders, newsmakers, artists and performers. A single week found such diverse personalities as John Kenneth Galbraith, Ronald Reagan, Stokely Charmichael, and S.I. Hiakawa available to listeners questions. Being the only station in the Bay Area carrying "Night Call", KFJC enjoyed a large audience for its evening broadcasts. We received a tabulation of the callers each week (about 10-12 calls can be taken each night). KFJC consistently made the list of national stations taking calls heard on the program.

Progress Report: Despite the quality of the learning experience that takes place at KFJC and despite the often exciting nature of the programming that goes on local radio waves it must be recognized that the station has operated over the years at a primative level. There is no full time professional staff. The yearly budget provides very little for capital equipment. There is a minimum amount available for repair of equipment which in many instances has seen continuous service for more than fifteen years. The surprising thing is that those who work with KFJC have done so well for so long with so little. There is, moreover, as is indicated in the Five Year Projection, little immediate possibility of expanding Community Services support for radio service.

Future Plans: The program as it is now operates provides good training for a large number of student radio buffs. At the present level of support it can continue to provide this valuable service.

## ART GALLERY PROGRAM

**Purposes:**

1) To provide a cultural service to the citizens of the District through an art exhibits program at De Anza's new Helen Euphrat Gallery and at the Foothill Library.

2) Further purposes to be defined.

**Director:** Not yet engaged.

**Explanation of Program:**

The intention is to inaugurate a District art gallery program using $5,000 for one time only capital equipment expense and $25,000 for operational costs from the 1971-72 Community Services budget. Community Services' Five Year Budget Projection indicates that this project can be sustained into the future.

It is proposed that a planning and policy committee be established composed of interested representatives from the community, members of the faculties of both colleges, students, and Community Services personnel. The purpose of the committee is to define the extent and nature of the proposed program, to write a job description for a gallery program co-ordinator, to assist in interviewing candidates, to oversee the development of the program and to make policy recommendations for the program to the Board of Trustees.

Already available to the program is a gift of $20,000 from Mr. Euphrat to be used to start a permanent collection. The basic method of operation of the program, however, would be on the presentation of loaned or rented shows, both shows assembled by the staff and those pre-packaged by others.

**Future Plans:** Dependent on committee planning and recommendations to the Board of Trustees.

## PUBLIC INFORMATION

Purposes:

1) To provide the citizens of the Foothill Community College District with accurate and complete information about the District, its status, its colleges, and its programs.

2) To promote community use of District facilities and community participation in District programs.

3) To promote the regional and national reputation of District and its colleges by disseminating appropriate information about programs.

Director: Mr. Joel Goldfus, District Public Information Officer

Location: Community Services Office, District Office Building
Phone: 948-3523, Ext 525

Explanation of Program: Description of the Public Information program has been left until the end of this report to give a fuller idea of the range of Community Services programs that the Public Information Office is called upon to support. And although the mission of Public Information in helping Community Services programs develop audiences is extensive and detailed, this mission is only part of the function of the Public Information Office. Public Information is also charged with developing news and publicity for the District at large, administrative and instructional, campus and central office. When requested, the office also serves the Associated Students of both colleges. Other related assignments of the Public Information Officer are to supervize the traffic flow of printing to either Duplicating Services or outside commercial printers, to supervize the bulk mailing functions of the District, and to supervise a half time sports writer who provides publicity assistance to the two Physical Education Divisions in support of their competitive programs.

Basically, the Public Information program performs its responsibilities through two kinds of functions. The first is the development of news coverage in local and regional media. This is achieved by office preparation and dissemination of news releases about activities considered to have enough public interest potential to justify mass media coverage or by the judicious "planting" of special newspaper, magazine, radio and television feature ideas

with media people. The second function is the preparation and distribution through the mails of various kinds of publications intended to encourage participation in the literally hundreds of District activities open to the public in any given quarter.

This variable approach to the dissemination of information is necessary because of intense competition for mass media space and time. It is true that traditionally the District Public Information Office has been able to generate a great deal of media coverage but because it is impossible to depend exclusively on mass media to notify the public about District activities in need of support, an extensive, though economical, program of direct mailing of publications is relied on as a corner stone of the community information program. The monthly "Calendar of Public Events", listing virtually all events occuring during the period, is supplemented with brochures and other detailed descriptions of specific programs.

In addition to developing events brochures the Public Information Officer assists District and campus administrators in preparing and producing publications such as annual catalogues and quarterly class schedules. The offices of Technical Education and Continuing Education also have publication requirements such as career brochures and the T.V. College program that are serviced by Mr. Goldfus.

Progress Report: Since Mr. Goldfus joined the Community Services staff two years ago, assistance in creating and executing special promotional projects to accomplish specific objectives has become an increasing part of the Public Information operation. Mr. Goldfus has brought new skills to the District in achieving these concentrated objectives. Traditionally, the Public Information Office has excelled in communicating through its mailed graphics and through the highly professional news releases it has distributed to the local media. These traditional services are being maintained and continue to be basic to the Public Information effort. Mr. Goldfus has skills that go beyond this level of professionalism, however. Coming from a background in advertising and shopping center management, characterized in his work methods by a dogged persistence, possessed of a very creative sense of how to capitalize on news, and having a wide acquaintance and acceptance among the people in this area who can deliver space, he has been able to get a kind of coverage for specific District projects that we have not before been able to crack.

One example of the exercise of this skill is the work Mr. Goldfus did in organizing and promoting the "De Anza Day Recreational Sports Fair" in June. This was a very big project which could not have been promoted through our regular channels. He organized the exhibitors, helped plan and structure the events to be offered, and developed a promotional approach to create wide public response. All promotion was non-paid, the sort of thing that could be developed only by an appeal to the imagination of reporters and editors. Coverage was extensive ranging from feature stories in many departments of the SAN JOSE MERCURY and PALO ALTO TIMES to a well placed feature in SUNSET MAGAZINE. The result was an attendance of approximately fifty thousand at an all day event which truly opened the campus to the community.

Other special projects have included "Drug Scene 70", "New Horizons for Women", "California Scene" (an environmental photo exhibition), "American College Theatre Festival", and "Senior Forum at De Anza", to name a few. While some of these events might have been routine assignments, involvement at the beginning by Public Information personnel resulted in heavily reinforced press and public support. Pre and post press coverage for these and other programs has resulted in multi-page photo features in the "California Living" section of the SUNDAY CHRONICLE-EXAMINER, the "California Today" section of the SAN JOSE SUNDAY MERCURY AND NEWS, and "Peninsula Living". The LOS ANGELES TIMES has sent writers and photographers to cover stories at Foothill and De Anza twice in the past two years. Two television documentaries have been produced recently at the colleges and numerous radio and television news stories and features have originated on the campuses and in the studios featuring different instructional and community services activities.

The recent opening of two major community services facilities and a soon-to-open third, has required and will continue to require heavy support from the Public Information Office. The Minolta Planetarium at De Anza College opened near the end of last year. Following strong mass media coverage through the end of the year, two major publicity opportunities were achieved with the scheduling of continuing astronomy features on KCBS Radio produced by our Community Science Services staff, and a cover feature story in the May issue of the three-million

home circulation, P.G. & E. PROGRESS.

The Flint Center for the Performing Arts, with its dedication just concluded, opened with wide press coverage from Bay Area media and prospects for regional and national coverage in the near future. The Helen Euphrat Art Gallery, located next to the Flint Center, hopefully will open under Community Services management this fall. Developing public awareness and participation for this new facility will be the next major project of the Public Information Office.

Future Plans:

Further expansion of the Public Information Office is not contemplated. The District by design seeks a low profile for its Public Information effort. It should be pointed out, however, that we are getting a great deal from our commitment. The Public Information Program for the entire District costs about five percent of the Community Services budget. Considering the output of the office and its effect in creating positive public awareness of the extended District activity and programs, this money is well spent.

As things now stand the Public Information Office is in position to handle effectively both routine and special demand projects. Unless there is a major change in the demand for service the office will be able to continue the strong support it now provides for District programs.